



*United States Attorney
Southern District of New York*

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**U.S. ATTORNEY ANNOUNCES PUBLIC SERVICE
CAMPAIGN AIMED AT REDUCING AREA GUN CRIMES**

JAMES B. COMEY, the United States Attorney for the Southern District of New York, announced the start of a new ad campaign aimed at reducing gun crime.

Local and state law enforcement officials and prosecutors will begin distributing the new ad to local and regional media outlets in the coming days.

The ad presents vignettes of the consequences of gun crime in an effort to show how gun crime affects not only the perpetrators and direct victims but also the families of those who choose to use a gun illegally. "The prison sentences and death that result from gun crime devastate the very core of the American family," said Mr. COMEY.

The ad was created under a nationwide Department of Justice program called Project Safe Neighborhoods, which encourages federal, state, and local agencies to cooperate in their fight against gun crime. The Project Safe Neighborhoods program initiated by Mr. COMEY's office is called Project Fed Up,

and involves the participation of many federal and local law-enforcement partners, including the Bronx District Attorney's Office, the New York Police Department, the Bureau of Alcohol, Tobacco and Firearms, the Federal Bureau of Investigation, and the Westchester District Attorney's Office, among others.

Through an unprecedented partnership among federal, state, and local law enforcement, each United States Attorney has begun to implement the core elements of Project Safe Neighborhoods in a manner that fits the specific gun crime problems in each district. This public service advertisement represents the next stage in the effort to create safer neighborhoods by reducing gun crime.

Recognized as a comprehensive gun crime reduction strategy, PSN/Project Fed Up combines vigorous enforcement of laws with cooperative prevention and intervention initiatives.

Cities and states nationwide have begun to respond effectively to the epidemic of gun violence. Since the Southern District launched Project Fed Up in 2002, almost 200 defendants have been charged in federal court with illegally possessing firearms, and the average federal sentence has been about five years' imprisonment. While these defendants have remained off the street, the homicide rate in the Bronx, where the vast majority of these crimes occurred, has been consistently lower than in the other boroughs of the City. The murder rate in the

Bronx is down over 20% year to date over 2002, and 34% over the last two years. Similarly, the number of shooting victims in the Bronx is down over 13% year to date.

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